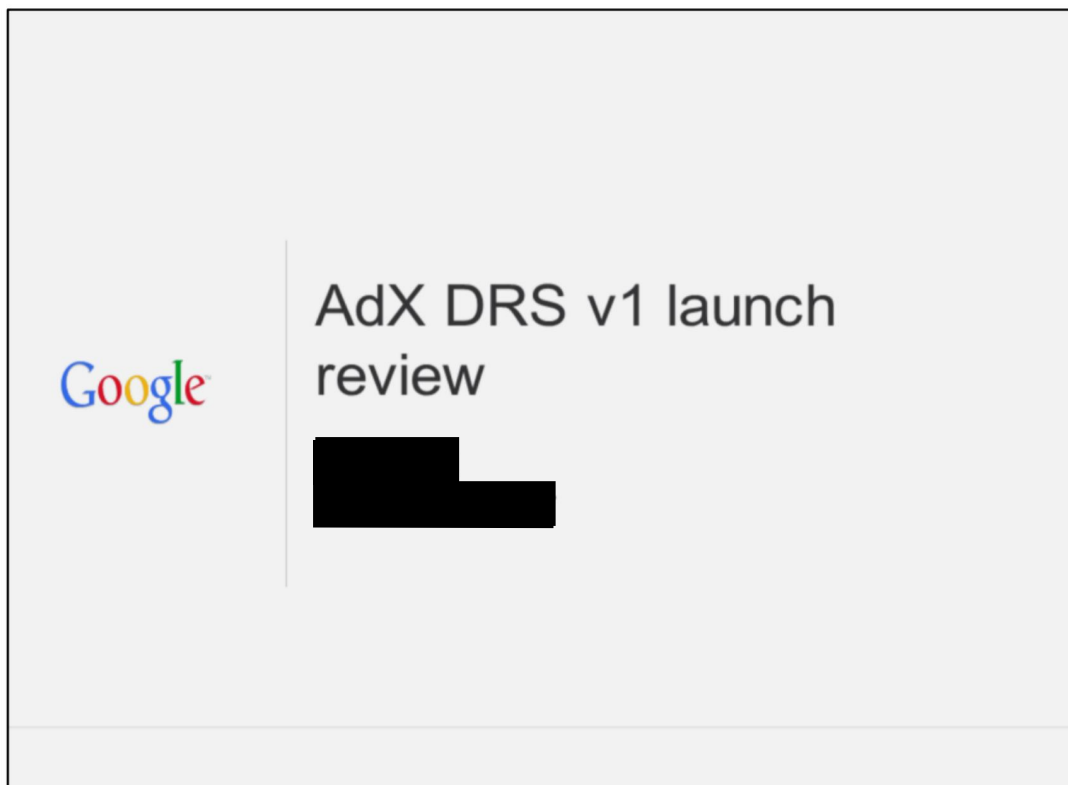



EXHIBIT 72

REDACTED





Goal for today: approval to launch DRX DRS v1

1) Full launch to 100% of AdX publisher traffic* after Code Yellow

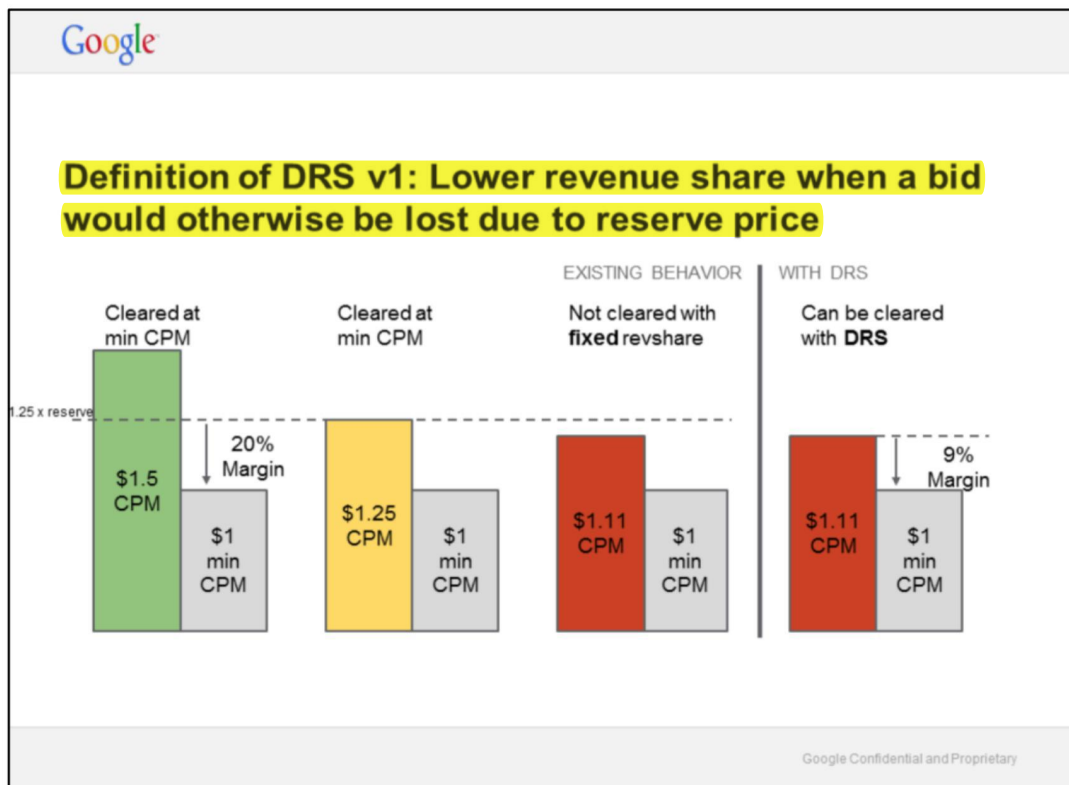
2) 10% Learning launch during Code Yellow

*with a long term holdback set up to measure buyer and seller responses ([ariane/121341](#))

Google Confidential and Proprietary

Reasons for learning launch:

- buyer code changes could take months to be implemented, starting earlier gives us a better chance of learning about response



Throttling implementation

- Based on AdX margin, where:

$$\text{Effective AdX margin} = 1 - (\text{pub payout} / \text{post GDN revshare bid})$$
 ... where "post GDN revshare bid" is the same as "AdX revenue"

$$= \text{AdX profit} / \text{AdX revenue}$$
- Buyers throttled based on whether query will clear using DRS, then checking buyer throttling table for winning buyer
- Sellers throttled based on lookup of pub throttling state by query (query identifies pub)

Charges/ payouts

- Pub payout stays the same
- if DRS used (bid is in dynamic region), buyer pays bid



- value clamped is truncated first price

- [REDACTED]
[REDACTED]
[REDACTED]

- [REDACTED]
 - AdX profit calculated based on sell-side rev share only. Equal to Google profit for RTB buyers.
 - Might see negative overall profit while Bernanke adapts

launches contributing to [REDACTED]

- 1) bug fix in Bernanke, bug was exposed in experiment
- 2) change to allow GDN Bidding in **dynamic region**
- 3) DRS